

PATENT



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Thomas L. Keller et al.
 Application No. : 09/842,265 Confirmation No.: 5619
 Filed : April 24, 2001
 For : CREATING AN INCENTIVE TO AUTHOR USEFUL ITEM
 REVIEWS

Docket No. : 249768042US

Commissioner for Patents
 Washington, DC 20231

ELECTION UNDER 37 C.F.R. §§ 3.71 AND 3.73

AND POWER OF ATTORNEY

Sir:

The undersigned, being Assignee of the entire interest in the above-identified application by virtue of an Assignment filed concurrently herewith, a copy of which is enclosed, hereby elects under 37 C.F.R. § 3.71, to prosecute the application to the exclusion of the inventors.

Assignee hereby appoints JERRY A. RIEDINGER, Registration No. 30,582; MAURICE J. PIRIO, Registration No. 33,273; MICHAEL D. BROADDUS, Registration No. 41,637; CATHERINE HONG TRAN, Registration No. 43,960; ROBERT G. WOOLSTON, Registration No. 37,263; PAUL T. PARKER, Registration No. 38,264; JOHN M. WECHKIN, Registration No. 42,216; CHRISTOPHER DALEY-WATSON, Registration No. 34,807; STEVEN D. LAWRENZ, Registration No. 37,376; JAMES A.D. WHITE, Registration No. 43,985; EDWARD S. HOTCHKISS, Registration No. 33,904; JAMES NICKELSON, Registration No. 46,140; STEPHEN E. ARNETT, Registration No. 47,392; and DAVINA L. CHILDS, Registration No. 47,485, of Perkins Coie LLP, as the principal attorneys with full power of substitution,

association, and revocation to prosecute said application, to transact all business in the Patent and Trademark Office connected therewith, and to receive the letters patent therefor. Please direct all correspondence to Customer Number 25096.

Bar Code:

25096

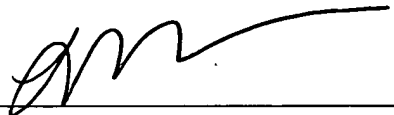
25096

PATENT TRADEMARK OFFICE

Pursuant to 37 C.F.R. § 3.73, the undersigned duly authorized designee of Assignee certifies that the evidentiary documents have been reviewed, specifically the Assignment to Amazon.com, Inc. filed concurrently herewith for recording, a copy of which is attached hereto, and certifies that to the best of my knowledge and belief, title remains in the name of the Assignee.

Amazon.com, Inc.

July 20, 2001
Date


L. Michelle Wilson
Vice President and General Counsel

MJP:jc

Enclosure:

Copy of Assignment